



**THE FACTORS THAT INFLUENCE THE AWARENESS OF PERSONAL HEALTH
BUDGET AMONG STUDENTS FACULTY OF BUSINESS MANAGEMENT OF
UITM MALACCA CITY CAMPUS**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

SEPTEMBER 2014

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration with Honours (Finance)**

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TECHNOLOGY MARA
MALACCA CITY CAMPUS**

SEPTEMBER 2014

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS

“DECLARATION OF ORIGINAL WORK”

I, Tengku Norashikin binti Tengku Yunus, (I/C Number : 900808145418)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or another degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished quotation marks and sources of my information have been specifically acknowledged.

Signature : _____

Date : 4 January 2015

LETTER OF TRANSMITTAL

4 JANUARY 2015

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business Management

Universiti Teknologi Mara

Malacca City Campus

110 Off Jalan Hang Tuah

75300 Malacca.

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE FACTORS THAT INFLUENCE THE AWARENESS OF PERSONAL HEALTH BUDGET AMONG STUDENTS FACULTY OF BUSINESS MANAGEMENT OF UITM MALACCA CITY CAMPUS." To fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours Sincerely,

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TENGKU NORASHIKIN BINTI TENGKU YUNUS

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Bachelor of Business Administration (Hons) Finance

ABSTRACT

This research is focus on factors that influence personal health budget among students. The factors that have been studied are media awareness, personal lifestyle and medical cost.

Media can influence people since media is so much a part of our everyday lives and people contact with it so often. The media comes in many different forms such as newspaper, televisions, radios, internets, books, magazines and advertisements. The media is one of the most powerful factors because media plays a big role in how people interpret, understand and learn about ourselves and the world around us. Media also is one of the biggest contributors to culture in our society since it sends us a ton of messages every day.

Lifestyle defines as a set of attitudes, habits or possessions associated with a particular group or person, Lifestyle can be healthy or unhealthy based on food choices, activity level and behaviour. Having a positive lifestyle can bring a happiness while negative lifestyle can lead to sadness, illness and depression.

Medical cost or medical expenses is an any cost incurred in the prevention or treatment of injury or diseases. These expenses include payments for legal medical services rendered by physicians, surgeons, dentists and other medical practitioners. They include the costs of equipment, supplies, and diagnostic devices needed for these purposes.